

Nicole Keller – A Career Biography

Professional Career

Job Service of Iowa

- 2 years as placement specialist.
- 2 years as a management analyst. Designed and implemented the first job application form used for electronic gathering labor statistics and matching job seekers to jobs. My design was adopted by many states.
- 3 years as a placement manager.
- 6 years as a special unemployment claims specialist.

Crawford Timing Services

- 2 years account manager of stock market timer. Managed the timing of investments in mutual fund families and variable annuities.

Principal Financial Group

- 2 years worked in Princor, Principal's broker/dealer operation. Included obtaining a Series 6 general security brokers license. Managed the sales commissions operation. Included designing and implementing a new payment system.
- 10 years worked in Individual Market Systems. Designed and implemented the company's first PC desktop applications allowing insurance agents to custom "illustrate" individual insurance products for clients. Served as lead project manager for the department. Worked on several life insurance product design teams. Hired and managed a team of technology specialists who serviced new hardware and software in agencies, and worked on the team that designed, implemented and trained employees how to use the company's first project management methodology.
- 18 months managed Individual's portion of the company's conversion from a mutual insurance company to a mutual insurance holding company. Involved amending 1.3M individual policies, all marketing materials and the creation of a Closed Block to ensure the policies' continued dividend experience. Required managing 25 sub-teams of approximately 250 individuals.
- 2 years worked in Individual Compliance. Set up a website for agents where they studied and tested to gain their Principal selling credentials. Designed and implemented a system that tracked implementation of internal business solutions to new laws and regulations. Designed a methodology utilizing mining of existing policy data to identify illegal marketer practices. Worked on special projects for the Law Department designing and implementing solutions for litigious situations.
- 6 years worked for the Corporate Secretary. Headed up the eligibility portion of Demutualization project. Determined who would receive the \$2.9B of company cash surplus and hundreds of thousands of ipo shares of stock. Designed technical communications (ballots, checks, share account statements, etc.). Managed Shareholder Relations, the transfer agent relationship, and all potentially litigious complaints related to the demutualization. Managed preparations for shareholder meetings. Implemented a new entity

management system for 1,200 Principal companies. Managed Corporate Services' conversion to a new company accounting system. Managed a project updating company background checking in domestic and foreign locations.

Volunteer Career

6 years served on Waukee's Planning and Zoning Commission.

4 years President of Waukee's Music Boosters. Lead a group that studied the status of fine arts in Waukee's schools and recommended class and curriculum requirements which were all adopted by the School Board. Worked for passage of a bond issue (4th try) for an Auditorium that passed with 89% approval. Served on the design committee for the new Waukee HS.

20 years for my church. Served as chair of the Religious Education Committee, the Personnel Committee and the Board of Trustees. Lead the program visioning process for the first capital improvement project in 60 years, served on the building design committee and co-chaired the capital campaign that raised \$2.1M. Currently I am Communications Councilor.

Served as chair of the Health Care Reform social justice group at my church. This lead to becoming the chair of the Iowa Health Care Working Group (IHCWG), a coalition of activist groups who work together to maximize the success of each member group. IHCWG sponsored a 7-seminar symposium on national health reform, the Howard Dean visit, a multi-religious vigil in Nolan Plaza, and the Wendell Potter visit. We continue to work for greater affordability of health care and best-in-class implementation in Iowa. As an individual, I have communicated with Iowa's Senators and Representative championing make-sense health care reform solutions.

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